



Contract # : 2MK|1L8|1
A Proposal for
MJones for Congress LA

Presented to: Marshall Jones

Presented by: Eric Sullivan
Account Executive

Campaign: first debate

Flight Dates: September 26, 2016 - September 27, 2016

Zones: Shreveport-Bossier Metro 9864

Dates Sep 26, 2016 - Sep 27, 2016; 1 Week(s)

Medium
Length: :30

Coverage of the first Presidential Debate, using non-preemptable rates. Reaching all markets in the District. Ads during the prime window on Debate Night, then covering it up all day (morning, day, and prime) on Tuesday for post-debate banter.

	9/26/2016-9/26/2016	6:00 PM - 12:00 AM	M	Presidential Debate #1	3	63.00	3	189.00	✓
	9/27/2016-9/27/2016	6:00 AM - 9:00 AM	T	the day after the debate!	1	52.00	1	52.00	
	9/27/2016-9/27/2016	9:00 AM - 6:00 PM	T	the day after the debate!	2	28.00	2	56.00	
	9/27/2016-9/27/2016	6:00 PM - 12:00 AM	T	the day after the debate!	1	63.00	1	63.00	
	9/26/2016-9/26/2016	6:00 PM - 12:00 AM	M	Presidential Debate #1	3	180.00	3	540.00	
	9/27/2016-9/27/2016	6:00 AM - 9:00 AM	T	the day after the debate!	1	151.00	1	151.00	
	9/27/2016-9/27/2016	9:00 AM - 6:00 PM	T	the day after the debate!	2	82.00	2	164.00	
	9/27/2016-9/27/2016	6:00 PM - 12:00 AM	T	the day after the debate!	1	180.00	1	180.00	

Totals:

\$1,395.00

one ad prime Monday
on Fox News and CNN
\$243 gross
206⁵⁵ net



Cable Television Advertising Agreement

2MK11L91

Advertiser: Mjones for Congress LA# 85123
 Agency: #
 Rep Firm: #
 Flight Dates: 2 Weeks
 9/24/2016 - 10/2/2016
 Billing Address:
 Marshall Jones
 Mjones for Congress LA
 2124 Fairfield Avenue
 Shreveport LA 71104

Estimate:
 Campaign: 3 weekend2 and all week3 including weekend
 Category: POLFEEDHO
 AE: Eric Sullivan
 Account Executive

Package Bill?:
 Gross Total:
 Agency Net:
 Rep Firm Net:
 Total Spots:
 Average Cost:

No	Monthly Billing	
\$3,566.00	Sep 2016	\$788
	Oct 2016	\$2,778
	Nov 2016	\$0
517	Dec 2016	\$0
\$6.90	Jan 2017	\$0
	Feb 2017	\$0
	Mar 2017	\$0
	Apr 2017	\$0
	May 2017	\$0
	Jun 2017	\$0
	Jul 2017	\$0
	Aug 2017	\$0
	Sep 2017	\$0
	Oct 2017	\$0

Schedule Part Number 1 of 6 Start Date: 9/24/2016 Stop Date: 10/2/2016 Weeks: 2

Ln: Shreveport-Bossier Metro 9864

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
1	CNN				morning news												
2	CNN				daytime news												
3	CNN				prime news												
4	ESP2				all day sports coverage												
5	ESP2				prime sports												
6	ESPN				College Game Day												
7	ESPN				all day sports coverage												
8	ESPN				prime sports												
9	ESPN				prime on game nights												
10	FXNC				morning news												
11	FXNC				daytime news												
12	FXNC				prime news												
13	NFLN				prime on game nights												
14	SEC				all day sports coverage												
15	SEC				prime sports												

Part Total: \$1,971.00



Cable Television Advertising Agreement

MJones for Congress LA 2MK11L91

Network Description

:00 Start Stop Daypart Wk M T W Th F S Su Rate On Off Spots Line Total

Schedule Part Number 2 of 6 Start Date: 9/24/2016 Stop Date: 10/2/2016 Weeks: 2

In: SLC: Minden LA

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Su	Rate	On Off	Spots	Line Total
CNN	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$3.00		5	\$15.00
CNN	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$2.00		12	\$24.00
CNN	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a	1	2							\$4.00		3	\$12.00
ESPN2	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p						5			\$2.00		10	\$20.00
ESPN2	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a					1	2			\$4.00		5	\$20.00
ESPN	College Game Day	:30	9/24/2016	10/2/2016	9:00a 11:00a					2				\$4.00		4	\$16.00
ESPN	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p					5				\$2.00		10	\$20.00
ESPN	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a				2	2	2			\$2.00		8	\$16.00
ESPN	prime on game nights!	:30	9/24/2016	10/2/2016	6:00p 12:00a	2								\$2.00		2	\$4.00
FXNC	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$4.00		5	\$20.00
FXNC	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$2.00		12	\$24.00
FXNC	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a				2					\$5.00		2	\$10.00

Part Total: \$201.00

Schedule Part Number 3 of 6 Start Date: 9/24/2016 Stop Date: 10/2/2016 Weeks: 2

In: SLC: Natchitoches LA

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Su	Rate	On Off	Spots	Line Total
CNN	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$3.00		5	\$15.00
CNN	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$2.00		12	\$24.00
CNN	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a	1	2							\$4.00		3	\$12.00
ESPN2	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p						5			\$2.00		10	\$20.00
ESPN2	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a					1	2			\$4.00		5	\$20.00
ESPN	College Game Day	:30	9/24/2016	10/2/2016	9:00a 11:00a					2				\$4.00		4	\$16.00
ESPN	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p					5				\$2.00		10	\$20.00
ESPN	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a					2	2	2		\$5.00		8	\$40.00
ESPN	prime on game nights!	:30	9/24/2016	10/2/2016	6:00p 12:00a	2								\$5.00		2	\$10.00
FXNC	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$4.00		5	\$20.00



Cable Television Advertising Agreement

MJones for Congress LA 2MK1L91

Network	Description	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
FXNC	daytime news	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$2.00		12	\$24.00
FXNC	prime news	9/24/2016	10/2/2016	6:00p 12:00a			1	2					\$5.00		3	\$15.00
SEC	all day sports coverage	9/24/2016	10/2/2016	9:00a 6:00p							5		\$1.00		10	\$10.00
SEC	prime sports	9/24/2016	10/2/2016	6:00p 12:00a							2		\$3.00		4	\$12.00

Part Total: \$258.00

Schedule Part Number 4 of 6 Start Date: 9/24/2016 Stop Date: 10/2/2016 Weeks: 2

In: SLC: Deridder LA

Network	Description	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
CNN	morning news	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$6.00		5	\$30.00
CNN	daytime news	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$3.00		12	\$36.00
CNN	prime news	9/24/2016	10/2/2016	6:00p 12:00a			1	2					\$7.00		3	\$21.00
ESP2	all day sports coverage	9/24/2016	10/2/2016	9:00a 6:00p							5		\$2.00		10	\$20.00
ESP2	prime sports	9/24/2016	10/2/2016	6:00p 12:00a						1	2		\$3.00		5	\$15.00
ESPN	College Game Day	9/24/2016	10/2/2016	9:00a 11:00a							2		\$10.00		4	\$40.00
ESPN	all day sports coverage	9/24/2016	10/2/2016	9:00a 6:00p							5		\$5.00		10	\$50.00
ESPN	prime sports	9/24/2016	10/2/2016	6:00p 12:00a						2	2	2	\$5.00		8	\$40.00
ESPN	prime on game nights!	9/24/2016	10/2/2016	6:00p 12:00a	2								\$5.00		2	\$10.00
FXNC	morning news	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$8.00		5	\$40.00
FXNC	daytime news	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$6.00		12	\$72.00
FXNC	prime news	9/24/2016	10/2/2016	6:00p 12:00a			1	2					\$8.00		3	\$24.00
SEC	all day sports coverage	9/24/2016	10/2/2016	9:00a 6:00p							5		\$4.00		10	\$40.00
SEC	prime sports	9/24/2016	10/2/2016	6:00p 12:00a							2		\$6.00		4	\$24.00

Part Total: \$462.00

Schedule Part Number 5 of 6 Start Date: 9/24/2016 Stop Date: 10/2/2016 Weeks: 2

In: SLC: Leesville/Many LA

Network	Description	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
CNN	morning news	9/24/2016	10/2/2016	6:00a 9:00a	2	1	2						\$6.00		5	\$30.00
CNN	daytime news	9/24/2016	10/2/2016	9:00a 6:00p	4	4	4						\$3.00		12	\$36.00



Cable Television Advertising Agreement

MJones for Congress LA 2MK11L91

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
CNN	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a				1	2				\$5.00		3	\$15.00
ESP2	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p							5		\$2.00		10	\$20.00
ESP2	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a							1	2	\$4.00		5	\$20.00
ESPN	College Game Day	:30	9/24/2016	10/2/2016	9:00a 11:00a							2		\$6.00		4	\$24.00
ESPN	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p							5		\$6.00		10	\$60.00
ESPN	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a					2	2	2		\$8.00		8	\$64.00
ESPN	prime on game nights!	:30	9/24/2016	10/2/2016	6:00p 12:00a			2						\$8.00		2	\$16.00
FXNC	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a			2	1	2				\$17.00		5	\$85.00
FXNC	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p			4	4	4				\$8.00		12	\$96.00
FXNC	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a			1	2					\$5.00		3	\$15.00

Part Total: \$481.00

Schedule Part Number 6 of 6 Start Date:9/24/2016 Stop Date: 10/2/2016 Weeks: 2

In: SLG: Bunkie/MarksvilleOakdale LA

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sa	Rate	On Off	Spots	Line Total
CNN	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a			2	1	2				\$2.00		5	\$10.00
CNN	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p			4	4	4				\$1.00		12	\$12.00
CNN	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a				1	2				\$2.00		3	\$6.00
ESP2	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p							5		\$1.00		10	\$10.00
ESP2	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a						1	2		\$2.00		5	\$10.00
ESPN	College Game Day	:30	9/24/2016	10/2/2016	9:00a 11:00a							2		\$4.00		4	\$16.00
ESPN	all day sports coverage	:30	9/24/2016	10/2/2016	9:00a 6:00p							5		\$2.00		10	\$20.00
ESPN	prime sports	:30	9/24/2016	10/2/2016	6:00p 12:00a						2	2	2	\$5.00		8	\$40.00
ESPN	prime on game nights!	:30	9/24/2016	10/2/2016	6:00p 12:00a			2						\$5.00		2	\$10.00
FXNC	morning news	:30	9/24/2016	10/2/2016	6:00a 9:00a			2	1	2				\$4.00		5	\$20.00
FXNC	daytime news	:30	9/24/2016	10/2/2016	9:00a 6:00p			4	4	4				\$2.00		12	\$24.00
FXNC	prime news	:30	9/24/2016	10/2/2016	6:00p 12:00a			1	2					\$5.00		3	\$15.00

Part Total: \$193.00



Cable Television Advertising Agreement
MJones for Congress LA 2MK11L911

Network Description

:00 Start Stop

Daypart

Wk M T W Th F S Su

Rate

On Off

Spots

Line Total

Campaign Summary

Total Ads
Average Cost of Ads

517
\$6.90

Total Package Value

Cost of Advertising
Campaign Cost

gross \$3,566.00
~~\$3,566.00~~

303 / 10 net

Acceptance by Advertiser or
Agency:

Title:

Date:

Acceptance (SLC):

Title:

Date: